natterbox

Are you giving your customers what they expect in 2020?

February 2020

INTRODUCTION
THE AMAZON EFFECT
THE GENERATION GAME
AI AND THE 2020 CUSTOMER
OUR PREDICTIONS FOR CX IN 2020
WHAT DOES SUCCESS LOOK LIKE?
NATTERBOX IN 2020

Introduction

It doesn't matter who your customer is, delivering a quality service is king in 2020. As we enter the 21st century's third decade, it's no longer acceptable to force customers to interact with you in certain ways – now you have to provide them with what they want. In fact, according to one study, 2020 is the year that customer experience will overtake price and product as the key brand differentiator.[1]

In a world of same-day delivery and one-click purchasing, expectations have risen exponentially. Whether you sell services, airplanes, apps or apples, customers are becoming accustomed to a seamless, intuitive experience, and expect it in all interactions.

How different demographics want to communicate with organisations is evolving.

While there may be broad generational approaches that hold true, it's not as simple as saying that millennials avoid the phone, or those over the age of 65 won't use social media.

It all adds up to a complex landscape, and one that organisations in 2020 have to master if they don't want to follow the path of other businesses that failed to adapt to the digital era.

The Amazon Effect

We talked previously about rising consumer expectations and how it is impacting the customer experience. But how much higher can those demands go? We already live in a world where same-day delivery, one click payment and ordering a taxi are available from the palms of our hands. This has all been driven by digitally focused brands such as Amazon, Uber and emerging fintechs. The fact remains that when one of these online leaders rolls out a new function, consumer expectations go up a notch.

Customer experience is in a constant state of evolution.

A consumer that goes from an Amazon or Uber user journey to that of a legacy brand is going to view its experience of the latter through that of the former – often, the comparison is less than positive.

It doesn't matter who you sell to, or how you do it – what the likes of Amazon and Uber do has a direct impact on how you offer customer service.

It means traditional brands must constantly update and transform how they engage with customers and solve their challenges.

If they do not, the chasm between those that can offer an exemplary experience and those that can't, is only going to get wider.

The Generation Game

As the world evolves at an ever-increasing rate, the perceived wisdom is that the gaps between how generations use technology are becoming increasingly pronounced. Millennials and Generation Z might be stereotyped as tech-obsessed, but these typecasts are based on truth.

Does this mean, therefore, that certain channels are the preserve of specific demographics? That Boomers will clog up phone lines, while agents will have to wrestle with chat and social media to solve so-called Generation Mute's issues?[2]

While there may be some truth in the suggestion that certain generations prefer one channel over another, ultimately customers are more likely to choose channels based on what they wanted to achieve or have resolved. For basic information gathering, online self-service tools will suffice; when there is a problem, speaking to someone may well be the focus. Then there's the tasks that require a degree of personalisation, such as checking information related to a specific account – for that, a chat application could be the right solution.

Organisations need to think about how they meet audience expectations and use technology to enable all channels of communication to be open.

While generational segmentation can help inform channel strategies, it should only be considered in the context of other requirements, such as why customers are contacting you, what they want to achieve, and how to help them meet their goals while delivering that service efficiently.

For any organisation serious about delivering a quality customer experience in 2020, that means integrating technology and people effectively.

AI and the 2020 Customer

A Salesforce study from May 2019 stated that “service teams are projected to increase their use of artificial intelligence by 143% over the next 18 months”.[3] This makes 2020 very much the year that AI becomes a mainstream technology in the delivery of customer service.

However, this does not mean that businesses should seek to replace agents with robots. In fact, with confusion and fear surrounding the use of AI, companies need to tread carefully, and seek ways to augment their existing workforces with technology, rather than replace.

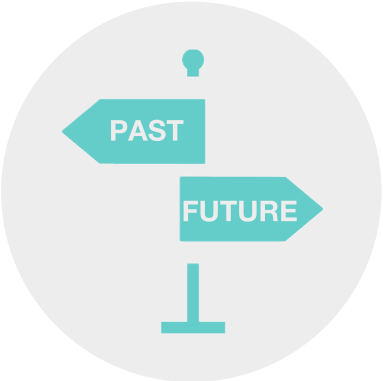
What will see the implementation of AI and machine learning speed up is their use in a variety of functions. Currently, if one were to discuss AI in customer service, most people would think chatbots. Limiting its use to a single channel is a mistake – in 2020, effective organisations will be able to enhance their overall customer experience by integrating AI across the entire spectrum of what it takes to deliver good service.

That means everything from gathering basic information and handling routine customer issues (such as tracing orders and re-setting passwords), to intelligently routing calls to specific teams and pre-populating agents’ screens with customer details. Currently, 51% of agents without AI say they spend most of their time on mundane tasks, versus 34% of agents with AI.

By moving agents away from basic yet important admin, employers will free up their staff to focus on more complex challenges and be able to spend time on coming up with creative solutions that enhance the customer experience.

AI can even be deployed to identify potential problem issues during a call and escalate to a manager or other team to provide support, without the agent making the customer wait. The overall effect takes service teams much closer to being able to deliver and use a complete 360 view of their customer and their voice interactions, in turn massively improving their opportunities to provide an enhanced experience and meet consumer expectations.

Our Predictions for CX in 2020



It's an exciting time to be in the business of delivering customer experience. New innovations and ways of working are upending old models and approaches, and how brands make customers feel is becoming a true differentiator.

The basic principles of good customer service – speed of resolution, empathy, knowledge and efficiency – remain true.

In 2020, we believe that:

- Customer experience will increasingly be a significant, if not the primary, differentiator for brands, irrespective of what they sell or who they sell it to.
- We will see more brands that fail to become customer-centric fall by the wayside.
- At the same time, businesses that can demonstrate a quality customer experience, powered by technology that supports employees, will be able to charge a premium.
- Emerging technologies, such as AI and customised caller journeys for enhanced personalisation, will see widespread adoption in contact centres as brands seek to bring personalisation back to their telephony channels.

What does success look like?

USE CASE

URBAN

Urban uses cutting-edge technology to connect people in busy urban areas with the wellness services they need – at home and on-demand. Currently available in London, Manchester, Birmingham and Paris, people can find and book an expert therapist via the app or website in as little 30 seconds. Urban has always focussed on the personal touch and connecting people to provide treatments to customers in their home. As the business started out based around a phone line, maintaining that connection to build trust between customers, therapists and the business is crucial. For Urban, being able to speak to someone is vital to build trust – not just for customers, but for therapists as well.

However, keeping the personal touch when booking over a helpline has its challenges. A customer may speak to a different agent each time, which means it's critical to have easy, fast access to that customer's preferences, previous treatments and other information.

Urban combined a single customer view CRM with its phone system to reach its goal of a seamless customer experience.

This integration included smarter routing of queries and the ability to view customer information instantly, helping to dramatically improve the efficiency of agents. It also included the ability to record calls – important for compliance, but also deployed in coaching and training to allow agents to listen to their own calls and identify areas of improvement.

Now Urban are in a position to help both customers and therapists get what they expect, without any hassle.

Natterbox in 2020

Natterbox is a global, cloud-based, telecommunications company headquartered in the UK, with offices in London, Chicago and Sydney. Founded in 2010, Natterbox is the world's first global business phone system, 100% embedded and managed entirely within Salesforce. We are dedicated to enhancing the value of our customers' businesses, through intelligent integration of future proof telephony, personalisation and services.

In 2020, we celebrate a decade as a business of constantly pushing the boundaries of what a phone system can and should do. Natterbox Freedom gives users the ability to work from anywhere, on whichever device they want through a single interface, while Natterbox Insights combines voice transcription and call metrics to deliver unique insight into all areas of communication. These solutions, along with our existing products, give our customers the ability to evolve the experience they offer their own customers at a time of significant disruption.

To find out how we can do exactly that, and what we plan to do to enhance the role of telephony in 2020, get in touch today.

natterbox

salesforce available on AppExchange

References

[1] https://www.walkerinfo.com/knowledge-center/featured-research-reports/customers-2020-a-progress-report

[2] https://www.theguardian.com/commentisfree/2017/nov/07/generation-mute-phone-call-instant-messaging

[3] https://www.salesforce.com/blog/2013/08/customer-service-stats.html